

# ILLINI FIGHTING HUNGER

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## Strategic Plan

*October 7, 2012*

## Table of Contents

Table of Contents.....	1
Contact Information.....	2
Executive Summary.....	2
Mission.....	2
Vision.....	3
Values.....	3
Goals and Strategies .....	3
Collaborators and Roles.....	3
Student Leadership Team .....	4
Board of Directors.....	5
Advisory Board .....	6
Operations .....	6
Marketing and Publicity.....	7
Specific Goals .....	8
Appendix .....	9
Organization History .....	9
Constitution .....	9
Press List .....	12

## Contact Information

### Mailing Address

1203 W Green Street  
Urbana, IL 61801

### General E-mail

mail@illinifightinghunger.org

## Executive Summary

Illini Fighting Hunger (IFH) is a Registered Student Organization (RSO) at the University of Illinois at Urbana-Champaign (UIUC) founded in 2012 with community and campus-based collaborators and partners. This RSO supports hunger relief efforts through facilitating meal-packaging service projects on campus and in the community.

Meal-packaging service projects are unique events in that they enable groups of all sizes to make a measurable impact through a team effort in a confined location. This service project model is valuable especially in situations where the aim is to couple service with learning, team-building, or community-building.

IFH prepares student leaders, called *Liaisons*, to facilitate meal-packaging event planning, implementation, logistics and debriefing with campus and community organizations, called *Partner Organizations*. When a partner organization wishes to hold a service project, IFH provides the reusable equipment for packaging and facilitates raw product purchase and finished product distribution through its collaborators, while also providing the expertise for event organizing through its Liaisons. Partner Organizations provide funding, facilities, tables and chairs, and the volunteers needed to hold an event.

IFH is designed to benefit the Wesley Evening Food Pantry, the Eastern Illinois Foodbank and currently unspecified international organizations through the Kids Against Hunger (KAH) network. Our goal is to identify additional domestic and international collaborators who may benefit from these projects as our capacity grows.

In addition to meal packaging projects, IFH seeks to coalesce student interest in hunger awareness and activism through serving as a resource for educational and academic efforts.

This document describes the organizational structure of Illini Fighting Hunger and provides a brief overview of procedures by which the organization operates.

## Mission

To support hunger relief efforts in East Central Illinois through partnerships with community agencies and organizations in the implementation of hunger-fighting service projects including meal-packaging events.

## Vision

To facilitate and enable meal-packaging events organized by groups at the University of Illinois and in Champaign-Urbana by providing information, guidance and permanent meal-packaging equipment through student leadership.

## Values

**Leadership** – Leadership is essential to IFH operations and requires that new leaders are trained and developed to maintain sustainability.

**Integrity** – Leaders are committed to acting in a manner consistent with the mission and vision of Illini Fighting Hunger.

**Responsibility** – Leaders will take responsibility for their actions through preparation, communication and ownership.

**Stewardship** – Illini Fighting Hunger is committed to reducing waste and impact on the environment to the greatest extent possible.

**Excellence** – Illini Fighting Hunger will strive to excel in all efforts.

## Goals and Strategies

### Collaborators and Roles

#### Wesley United Methodist Church and Foundation

- Umbrella organization for Illini Fighting Hunger
- Provides a physical address and campus home to Illini Fighting Hunger
- Holds liability insurance coverage for Illini Fighting Hunger events
- Provides space for storage of meal packaging equipment

#### Office of Volunteer Programs

- Assist with recruitment of IFH student leadership (e.g. e-mail announcements)
- Assist with recruiting event volunteers for community/campus events, if needed

#### Wesley Evening Food Pantry

- Distribution of final product for rice projects

#### Eastern Illinois Foodbank

- Distribution of final product for local meal events

#### University YMCA

#### National Soybean Research Laboratory (UIUC)

- Develop a unique recipe for domestic distribution for IFH projects

## Suppliers

#### Kids Against Hunger

- Supply raw food product, purchased as needed

- Grant rights to package Kids Against Hunger recipe through satellite license

**Packaging Tape, Inc.**

- Clear bags for rice packaging
- Labeled bags for Illinois recipe

**Potential Donors**

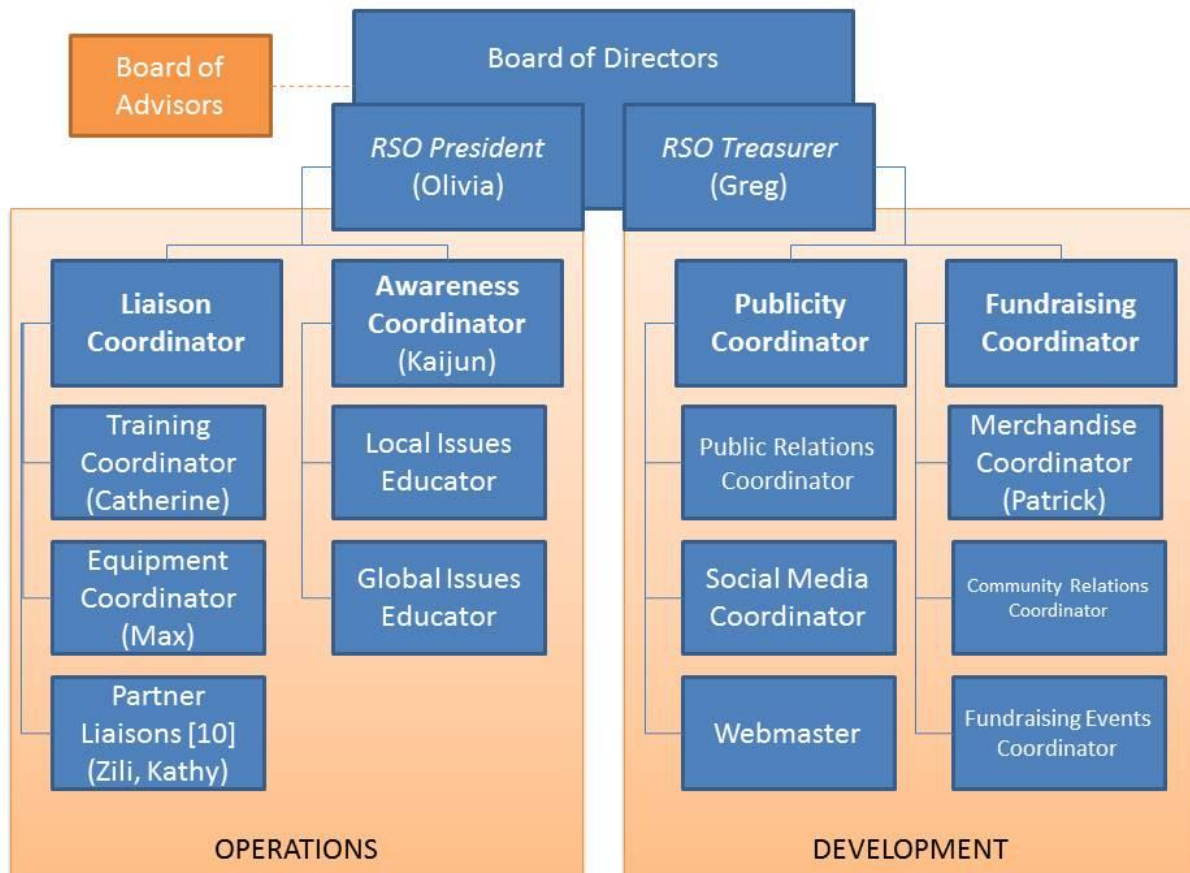
**Archer Daniels Midland (ADM) – *pending***

- Donation of food product

**Kraft – *pending***

- Donation of food product

**Student Leadership Team**



**RSO President**

- Receives copies of web-submitted event applications
- Oversee all operations

**RSO Treasurer**

- Receives copies of web-submitted event applications

- SORF applications
- Manage RSO expense account
- Maintain a list of facilities and process paperwork for reservations requested by partner liaisons
- Maintain a list of table/chair suppliers to present to partner organizations

#### **Liaison Coordinator**

- Trained in complete event-organizing process
- Receives copies of web-submitted event applications
- Follows-up with web-submitted applications and assigns Partner Liaison and back-up Liaison within 48 hours
- Train new Partner Liaisons

#### **Partner Liaisons (10-20)**

- Trained in complete event-organizing process
- Assist partner project leader throughout event-planning process
- Assist partner with selection of Service Project Package
- Inspect facility before final approval of packaging event
- Attend partner-organized packaging event
- Facilitate cleaning and storage of equipment

#### **Publicity Coordinator**

- Promote Illini Fighting Hunger in local community
- Network with potential partner organizations
- Manage social media for publicity purposes

#### **Fundraising Coordinator**

- Serves as a consultant to partner organizations on fundraising plan
- Maintains a list of fundraising ideas and opportunities
- Explores opportunity to raise funds for IFH expenses

#### **Awareness Coordinator**

- Maintain materials on local hunger awareness
- Meet with partner organizations interested in learning more about local hunger
- Provide the IFH website with up-to-date statistics and information on local hunger
- Manage social media for hunger awareness purposes

### **Board of Directors**

- Greg Damhorst, Chair, current RSO Treasurer
- Olivia Cangellaris, current RSO President
- Vaneitta Goines, Office of Volunteer Programs
- Noah Schroeder
- Callie Croushore
- Lacie Durand
- Jared Kindt
- Joshua Wood

- Rob Kirby, Wesley United Methodist Church and Foundation
- TBD, Wesley Peer Minister
- TBD, Liaison Coordinator

## Advisory Board

- Ann Rasmus, University YMCA
- Donna Camp, Wesley Evening Food Pantry
- Ross Wantland, Office of Inclusion and Intercultural Relations
- TBD, Eastern Illinois Foodbank – *pending*

## Operations

### Service Project Packages

International meal project

- Distribution via Kids Against Hunger

Local meal project

- Donated to Eastern Illinois Foodbank

Local rice project

- Estimated cost: \$500
- Estimated time: 1 hour (21 volunteers), 2 hours (14 volunteers), 3 hours (7 volunteers)
- Donated to Wesley Evening Food Pantry

### Partner Organization Responsibilities

One year to three months before event

1. Identify a project leader and contact Illini Fighting Hunger via web application\*
2. Select a service project package and target number of servings\*
3. Identify a location and secure tables and chairs (renting options available)\*
4. Determine time and date
5. Arrange for transportation of finished product\*
6. Develop budget, fundraising plan and volunteer recruitment plan\*
7. Get to work!

One week before event

8. Access permanent equipment in storage\*
9. Transport equipment from storage to facility (vehicle provided by Partner Organization)
10. Receive raw food product and supplies and store at facility\*

One day before event

11. Setup equipment, tables and chairs\*
12. Train facilitators\*

Day of the event

13. Open facility
14. Register volunteers

15. Facilitate packaging\*
16. Load transportation vehicles with finished product
17. Deliver packaged product

\*Illini Fighting Hunger liaisons will provide assistance with these tasks

### **Finished Product Delivery**

International meal project

- Delivery within the U.S. arranged through Kids Against Hunger
- International distribution coordinated by Kids Against Hunger

Large-volume local meal project

- Pick-up arranged with EIFB truck
- Cost of pickup built into project cost for Partner Organization

Small-volume local meal project

- Finished product delivered to EIFB by Partner Organization
- Partner Organization provides vehicles

Local rice project

- Finished product delivered to Wesley UMC by Partner Organization
- Partner Organization provides vehicles

### **Supply Costs (updated 6/27/2012)**

Food Product

- Rice (50 lb bag – Kids Against Hunger) – **\$18.50**
- Rice (50 lb bag – Sam’s Club) – **\$17.77**
- Soy (50 lb bag) – **\$27.16**
- Vegetables (40 lb box) – **\$81.20**
- Vitamins (50 lb box) – **\$119.00**

Consumables

- Stretch wrap – \$15.50
- Plastic bags (2,000 per box) – \$108.98
- Packaging tape (roll) – \$1.54
- Hand sanitizing foam (400 ml) – \$11.20
- Hand sanitizing wipes (300 wipes per can) - \$9.90
- Hairnets (100 per bag) – \$2.36
- Gloves (250 per box) – \$1.40
- Corrugated boxes (bundle of 15) – \$11.55
- Bin liners (box of 200) – \$58.75

### **Marketing and Publicity**

Social Media

- Facebook: “Illini Fighting Hunger”

- Twitter: @iFightHunger

Local Media Press Release – see press list in Appendix

Organizational Networking

- Campus e-mail marketing via listservs and newsletters
- Visits to RSO meetings
- Materials sent to religious and community organizations
- Materials sent to local high schools and middle schools

## Specific Goals

Event Goals

- 100,000 servings packaged by December 31<sup>st</sup>, 2012
- Monthly rice packaging projects (including UUC Urbana)

Development Goals

- Recruit student leaders
- Fundraising and purchase of final 13 sets of supplies
- Pursue product donations from KAH suppliers (e.g. ADM)
- Organize team with Soybean Research Lab to develop a unique recipe
- Undergraduate research projects to assess client feedback on meals

Event Ideas

- iHelp (in discussion with Student Alumni Ambassadors)
- Impromptu packaging and street-team promotion at large C-U event
- Meal packaging project in partnership with University Housing
- Fraternity/Sorority campus-wide competition



## Appendix

### Organization History

Illini Fighting Hunger was created in March 2012 by Greg Damhorst with the assistance of Noah Schroeder, Callie Croushore, Jared Kindt and Josh Wood. This organization was created first and foremost to enable meal-packaging events in Champaign-Urbana at the lowest cost possible, a need made evident by prior meal-packaging events including *Meals of Hope CU* in October 2011.

In 2011, the Meals of Hope CU Steering Committee raised \$1,683.07 in excess of their budget for the October event. The First United Methodist Church of Champaign granted this amount to Illini Fighting Hunger to purchase permanent meal-packaging equipment through a satellite start-up package from Kids Against Hunger. This grant supplemented an allocation from the Student Organization Resource Fee (SORF).

Illini Fighting Hunger was launched with its first event, part of the Illinois Conference on Interfaith Collaboration on April 21, 2012. During this event, 22,032 meals were packaged and donated to the Eastern Illinois Foodbank.

### Constitution

#### Board of Directors

The Board of Directors is the decision-making body of Illini Fighting Hunger and is comprised of the RSO President, RSO Treasurer, Liaison Coordinator, the Director of the Illini Union Office of Volunteer Programs, and other students and community members who are approved by the existing Board of Directors.

*Chair.* The Chair is responsible for organizing the board of directors and scheduling and facilitating meetings. The Chair may also serve as RSO president but this is not required.

*Terms and appointments.* Terms served on the Board of Directors are indefinite and may be terminated in any of the following situations: (a) the individual voluntarily resigns his/her position on the Board of Directors, (b) the individual is removed from the Board of Directors by the approval of 75% of the Board of Directors, including the Chair, or (c) the individual is no longer a resident of Champaign County, IL. New appointments may be made at any time during the year and must be approved unanimously by the Board of Directors.

*Quorum.* Quorum is defined as equal to, or greater than 2/3 of the Board of Directors and is necessary for any decisions to be approved. Board of Director meetings may be held without quorum, but all decisions must be reviewed and approved via e-mail by a sufficient number of absent members to achieve 2/3 approval.

*Meeting frequency.* The Board of Directors will meet once every other month.

*Finances.* A report on organization finances and account balances shall be provided by the Treasurer at every Board of Directors meeting. Documentation for specific transactions will be provided by the Treasurer upon request.

## **Student Leaders**

*Selection process.* Student leadership is to be selected by the Board of Directors at the end of each semester with appointments beginning the following semester. New leaders will be selected through an application process with follow-up interviews, if necessary.

*Terms.* Terms turn over on the first of the calendar year. Partner Liaisons must facilitate or co-facilitate one event per semester to remain active. Positions will be re-evaluated at the end of each fall semester and decisions to have students continue in Liaison roles will be made by the Board of Directors. RSO President, RSO Treasurer and Liaison, Publicity, Fundraising and Education Coordinators for each year will be selected by popular vote of all existing IFH members at the end of the fall semester and must be approved by the Board of Directors.

## **Liaisons**

*Event assignments.* The Liaison Coordinator will assign a primary and secondary Liaison for each new event. These assignments are tentative until the final date of the event has been determined. If the assigned Liaisons are not available for the determined date, they must identify substitutes according to the guidelines below. Assignment of a secondary Liaison may be postponed until the final date of the event has been determined.

*New Liaisons.* Student leaders must attend a training session to become a Liaison. Upon completing the training session, each new Liaison must shadow (i.e. co-facilitate) one event with an experienced Liaison before they will be expected to facilitate an event on their own. This “shadow Liaison” does not take the place of the secondary Liaison.

*Secondary Liaisons.* When assigned to an event, a secondary Liaison is only expected to be available on the date of the event and is not expected to assume any additional responsibilities except if they must fill in for the primary Liaison. Assignment of a secondary Liaison may be postponed until the final date of the event has been determined.

*Communication.* Liaisons are expected to communicate with other Illini Fighting Hunger leaders in a timely and professional manner. Liaisons will provide their primary e-mail address and mobile phone number, which will be made accessible to IFH leadership through a document on the secure portion of the IFH website. Liaisons must be willing to use their personal mobile phone to communicate with Community Partners. An e-mail address (*firstname@illinifightinghunger.org*) will be provided to each Liaison and may be forwarded to a personal e-mail or accessed directly via the web address <http://mail.illinifightinghunger.org>.

*Reporting.* Liaisons are expected to report the progress of their event facilitation to the Liaison Coordinator: following the initial contact with the organization, upon determination of the date of a meal packaging event to arrange ordering of product and supplies, and one week prior to the event.

*Substitutions.* In the event that the primary Liaison is unable to fulfill his/her duties, the secondary Liaison will be responsible for covering Liaison duties until the event is completed. The primary Liaison is then responsible for finding an additional Liaison to back up the event. In the case that the secondary Liaison is unable to fulfill his/her duties, he/she must find another Liaison to assume this responsibility.

### **Liaison Coordinator**

*Responsibilities.* The Liaison Coordinator (LC) is the primary point of initial contact for a Partner Organization. Interest forms submitted via the web, mail or in person will go directly to the LC. The LC then assigns a primary and secondary Liaison to the Partner Organization, as well as a shadow Liaison, if appropriate.

*Follow-up.* The LC is responsible for following-up on assignments and holding Liaisons accountable to their responsibilities.

### **Disciplinary Procedure and Removal of Student Leaders**

Failure to fulfill the responsibilities outlined in this document or to follow the guidelines outlined in this constitution will result in a warning issued in writing by the Board of Directors. A second offense will result in a meeting with the Board of Directors during which time a decision will be made whether the individual will be removed from leadership or allowed to continue responsibilities on a probationary basis.

### **Amendments to this Constitution**

Amendments may be made to this constitution following submission in writing and discussion by the Board of Directors. Unanimous approval must be made by the Board of Directors to amend this document.

## Press List

Full press list details at [www.illinifightinghunger.org/resources](http://www.illinifightinghunger.org/resources)

### Newspapers

- News-Gazette
- Daily Illini
- Parkland Prospectus
- The Buzz

### Radio

- WILL: 580 AM/ 90.9 FM
- WPGU: 107.1 FM
- WPCD: 88.7 FM
- WBCP: 1580 AM
- WBGL: 91.7 FM
- WDWS: 1400 AM
- WHMS: 97.5 FM
- WEFT: 90.1 FM
- WGKC 105.9-FM
- WQQB 96.1-FM Q96
- Connect-FM
- WGNN: 102.5 FM
- Illini Radio Group

### Television

- WCIA 3 (CBS)
- WICD 15 (ABC)
- WAND 17 (NBC)
- WBUI 55/27 (FOX)
- WEIU (EIU)
- WILL-TV
- UI-7 News (U of I)
- CU Community TV

### Online

- The 217
- Smile Politely

## Recognition of the First United Methodist Church of Champaign

# ILLINI FIGHTING HUNGER

www.illinifightinghunger.org  
Founded 2012

March 30, 2012

First United Methodist Church of Champaign  
210 W Church Street  
Champaign, IL 61820

To Whom It May Concern:

This letter acknowledges the partnership between Illini Fighting Hunger, a Registered Student Organization at the University of Illinois at Urbana-Champaign, and the First United Methodist Church of Champaign, sponsors of the 2011 event *Meals of Hope CU*.

The First United Methodist Church has generously granted the excess funds from the 2011 *Meals of Hope CU* event to Illini Fighting Hunger to support the purchase of permanent meal-packaging equipment and its inaugural packaging event on April 21, 2012 at the *Illinois Conference on Interfaith Collaboration*. The sum total of this contribution is \$1,683.07.

In recognition of this partnership, I advise the present and future Board of Directors of Illini Fighting Hunger to maintain its commitment to make available this permanent equipment for any future meal-packaging events organized by the First United Methodist Church of Champaign and to provide a trained Community Partner Liaison to facilitate the proper use of this equipment.

We recognize the First United Methodist Church as a partner in the shared goal of ending food insecurity in our community and producing our best effort to alleviate hunger worldwide.

Sincerely,



Gregory L Damhorst  
Chair of the Board of Directors  
Illini Fighting Hunger

mail@illinifightinghunger.org | Twitter: @iFightHunger | Facebook: Illini Fighting Hunger